

CLAIM AMENDMENTS  
CLEAN FORM

A1  
1. (AMENDED) A method for providing a reward to a bidder participating in an auction, the method comprising:  
identifying a product subject to bidding during an auction session;  
receiving a bid for the product from a bidder during the auction session;  
determining, based on a reward rule, whether the bidder is qualified to receive a reward other than the product, and if the bidder is qualified:  
transmitting, to the bidder, an indication that the bidder is qualified to receive the reward.

A2  
50. (AMENDED) A method for providing a penalty to a bidder participating in an auction, the method comprising:  
identifying a product subject to bidding during an auction session;  
receiving a bid for the product from a bidder during the auction session;  
determining before the auction closes, based on a penalty rule, whether the bidder is to receive a penalty; and if the bidder is to receive the penalty:  
transmitting, to the bidder, an indication that the bidder is to receive the penalty.

A3  
54. (AMENDED) A method for participating in an auction session, comprising:  
receiving an identification of a product subject to bidding during an auction session;  
transmitting a bid for the product to an auctioneer during the auction session; and  
receiving a reward other than the product in response to the bid.

A4  
59. (AMENDED) A method for participating in an auction session, comprising:  
receiving an identification of a product subject to bidding during an auction session;  
transmitting a bid for the product to an auctioneer during the auction session; and  
receiving, before the auction session closes, a penalty in response to the bid.

60. (AMENDED) A computer data signal embodied in a carrier wave comprising a segment having computer processing instructions for notifying a bidder that the bidder is qualified to receive a reward other than the product in response to a previous bid submitted during an auction session.

61. (AMENDED) An apparatus for providing a reward to a bidder participating in an auction, comprising:

means for identifying a product subject to bidding during an auction session;  
means for receiving a bid for the product from a bidder during the auction session;  
means for determining, based on a reward rule, whether the bidder is qualified to receive a reward other than the product, and  
means for transmitting, to the bidder, an indication that the bidder is qualified to receive the reward.

62. (AMENDED) An apparatus for providing a reward to a bidder participating in an auction, comprising:

a storage device; and  
a processor connected to the storage device,  
the storage device storing a program for controlling the processor; and  
the processor operative with the program to:  
identify a product subject to bidding during an auction session;  
receive a bid for the product from a bidder during the auction session;  
determine, based on a reward rule, whether the bidder is qualified to receive a reward other than the product, and if the bidder is qualified:  
transmit, to the bidder, an indication that the bidder is qualified to receive the reward.

63. (AMENDED) A computer readable medium encoded with processing instructions for implementing a method for providing a reward to a bidder participating in an auction, the method comprising:

identifying a product subject to bidding during an auction session;  
receiving a bid for the product from a bidder during the auction session;  
determining, based on a reward rule, whether the bidder is qualified to receive a reward other than the product, and if the bidder is qualified:

transmitting, to the bidder, an indication that the bidder is qualified to receive the reward.

64. (AMENDED) An apparatus for providing a penalty to a bidder participating in an auction, comprising:

means for identifying a product subject to bidding during an auction session;  
means for receiving a bid for the product from a bidder during the auction session;  
means for determining before the auction closes, based on a penalty rule, whether the bidder is to receive a penalty; and  
means for transmitting, to the bidder, an indication that the bidder is to receive the penalty.

65. (AMENDED) An apparatus for providing a penalty to a bidder participating in an auction, comprising:

a storage device; and  
a processor connected to the storage device,  
the storage device storing a program for controlling the processor; and  
the processor operative with the program to:  
identify a product subject to bidding during an auction session;  
receive a bid for the product from a bidder during the auction session;  
determine before the auction closes, based on a penalty rule, whether the bidder is to receive a penalty; and if the bidder is to receive the penalty:  
transmit, to the bidder, an indication that the bidder is to receive the penalty.

66. (AMENDED) A computer readable medium encoded with processing instructions for implementing a method for providing a penalty to a bidder participating in an auction, the method comprising:

identifying a product subject to bidding during an auction session;  
receiving a bid for the product from a bidder during the auction session;  
determining before the auction closes, based on a penalty rule, whether the bidder is to receive a penalty; and if the bidder is to receive the penalty:  
transmitting, to the bidder, an indication that the bidder is to receive the penalty

---